



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/01 thru 08/07.**  
 (prices in dollars per carton)

Fri. Aug 01, 2014

**SHELL EGG NATIONAL SUMMARY**

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
Feature Rate		35.9% of 22,900 stores				31.9% of 22,900 stores				30.8% of 23,200 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA		402.79		1,2301.38 6302.54		101.80 3901.72 1,7002.88		302.25		1,4501.46 1802.35			
	White 12 pack													
	White 18 pack													
	Brown 12 pack		1,7001.21 6902.27 601.99		1401.99 5401.37 8402.21		6101.08 6001.92							
	USDA GRADE A													
	White 12 pack													
White 18 pack														
Brown 12 pack														
USDA ORGANIC								803.42		1,5904.06		1803.99		1303.97
White 12 pack														
Brown 12 pack														
SPECIALTY	OMEGA-3		1802.33		8302.35 1303.82		103.99 2802.72 1402.78		1902.83		1,2902.79 104.90			
	White 12 pack													
	Brown 12 pack													
	CAGE-FREE		2,0202.50 2,6702.58		103.49 2,0102.56 2,2502.58		1802.84		202.98 4503.47					
	White 12 pack													
	Brown 12 pack													
	VEGETARIAN FED		1702.50 3502.95		2502.50 3202.96		502.05 602.50		1802.38 3502.62		1102.98 1502.96		2702.69 1003.40	
	White 12 pack													
Brown 12 pack														

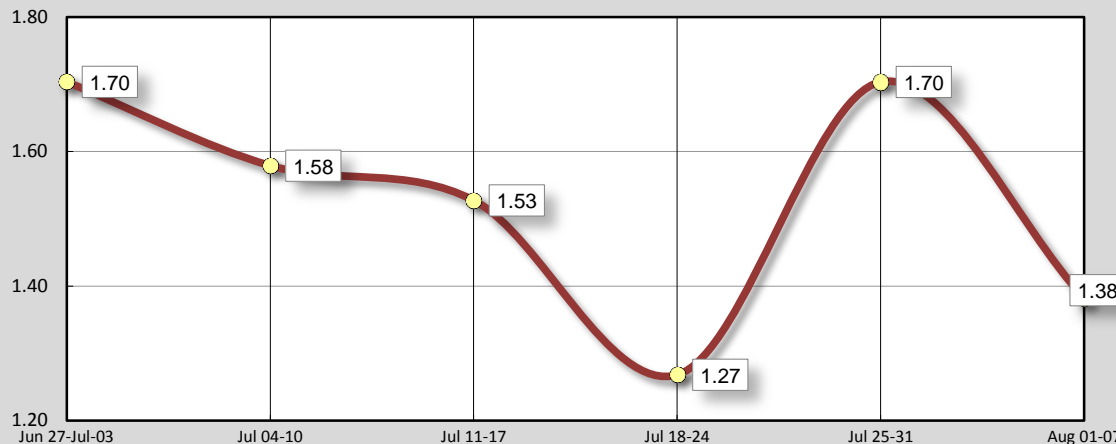
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,350	3,620	2,870	Large Eggs on Jul-28-2014
Specialty	8,590	5,540	3,210	
Total (includes MD)	13,540	9,390	6,520	470.7
Special Rate 4/:	1.6%	2.6%	7.8%	up 12.5%

5/: 1,000's of 30-doz cases

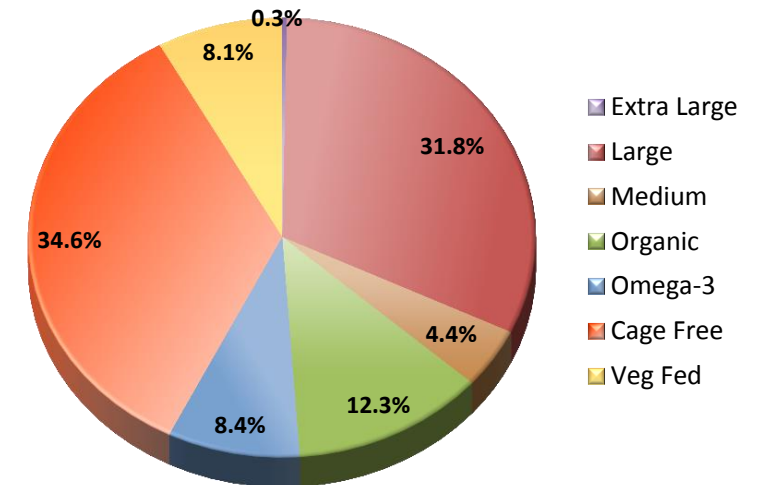
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg featuring is more active than a week ago due to an increase in promotions for Grade A white eggs appearing near the end of the week. The average price of Grade A or better, Large white eggs to consumers moves sharply lower. The number of no price ads offered to shoppers is less than a week ago. Ads for Medium eggs are still showing up, however promotions for Extra Large are less common than in recent weeks. Promotional activity for specialty shell eggs is on the rise as cage-free type eggs and USDA Organic eggs are heavily featured. Omega-3 egg ads are more visible in flyers and vegetarian fed eggs remain steady. Features for liquid eggs are slightly higher with activity in all regions except the Southeast.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		47.2% of 4,700 sampled outlets Activity Index = 3,690 (includes Medium)						17.2% of 5,900 sampled outlets Activity Index = 1,870 (includes Medium)						39.1% of 4,200 sampled outlets Activity Index = 2,520 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																0.99 - 1.25	30	1.18
	White 18 pack																2.19	10	2.19
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00	160	1.00	White 12 pack						White 12 pack			0.99	20	0.99
USDA GRADE A	White 12 pack				0.98 - 0.99	350	0.99				1.25 - 1.50	310	1.26				0.99 - 1.59	680	1.26
	White 18 pack				2.29 - 2.99	390	2.55				1.99	130	1.99				1.99 - 2.50	20	2.13
	Brown 12 pack				1.99	60	1.99												
	MEDIUM	White 12 pack			0.98 - 1.33	70	1.28	White 12 pack			0.98 - 1.25	50	1.07	White 12 pack			0.89 - 0.99	40	0.98
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	2.99 - 3.99	80	3.42	3.99	260	3.99				3.99	300	3.99				3.99 - 4.99	530	4.17
	OMEGA-3																		
	White 12 pack	2.19 - 2.99	170	2.34	1.99 - 2.50	630	2.30				1.99	20	1.99	2.19	10	2.19	1.99 - 2.99	80	2.81
	Brown 12 pack				1.50 - 3.99	90	3.75				3.99	40	3.99						
	CAGE-FREE																		
	White 12 pack										2.50	510	2.50				2.48 - 2.50	490	2.50
S P E C I A L T Y	Brown 12 pack				2.97 - 3.49	340	3.02				2.50	510	2.50				2.50	610	2.50
	VEGETARIAN FED																		
	White 12 pack	2.50	170	2.50	2.50	250	2.50												
	Brown 12 pack	1.50 - 3.79	350	2.95	2.49 - 3.79	320	2.96												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		38.2% of 4,200 sampled outlets Activity Index = 2,730 (includes Medium)						44.9% of 2,800 sampled outlets Activity Index = 1,900 (includes Medium)						44.3% of 1,200 sampled outlets Activity Index = 830 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	460	1.20				1.25 - 1.50	590	1.47				1.25 - 2.49	150	1.62
	White 18 pack				1.79 - 2.89	200	2.26	2.79	40	2.79	1.99 - 2.99	340	2.88				1.79 - 1.99	80	1.90
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.88	20	0.88	White 12 pack			1.20 - 1.48	180	1.28	White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	360	1.30										1.99	10	1.99
	White 18 pack				1.19 - 1.99	140	1.81												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99 - 1.08	40	1.01	White 12 pack			1.20 - 2.00	20	1.57	White 12 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	280	3.99				3.99	130	3.99				3.99 - 4.79	90	4.07
	OMEGA-3																		
	White 12 pack										1.99 - 2.99	20	2.54				2.33	80	2.33
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	520	2.50				2.50	290	2.50				2.50	210	2.50
S P E C I A L T Y	Brown 12 pack				2.50 - 3.49	710	2.57				2.50	290	2.50				2.50	210	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

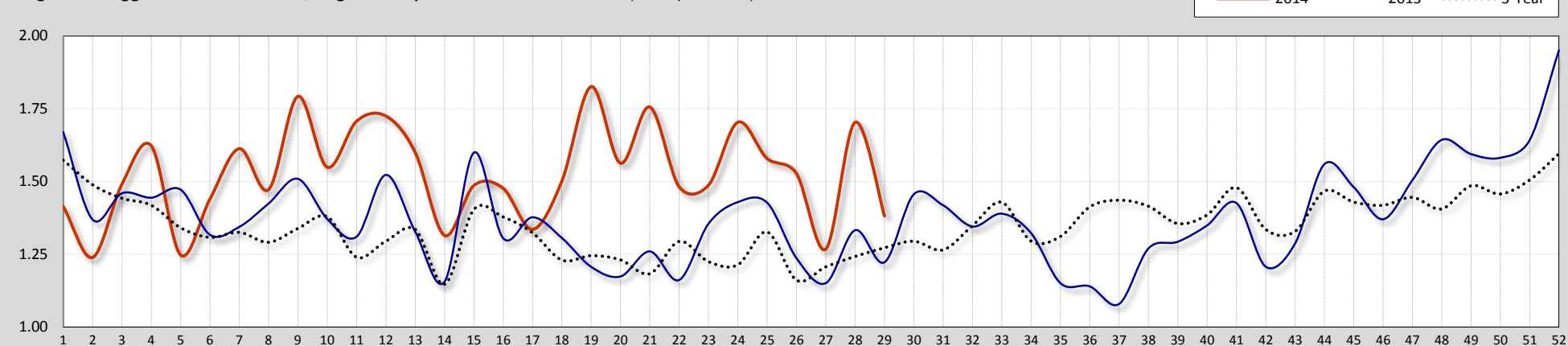
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(prices in dollars per carton)

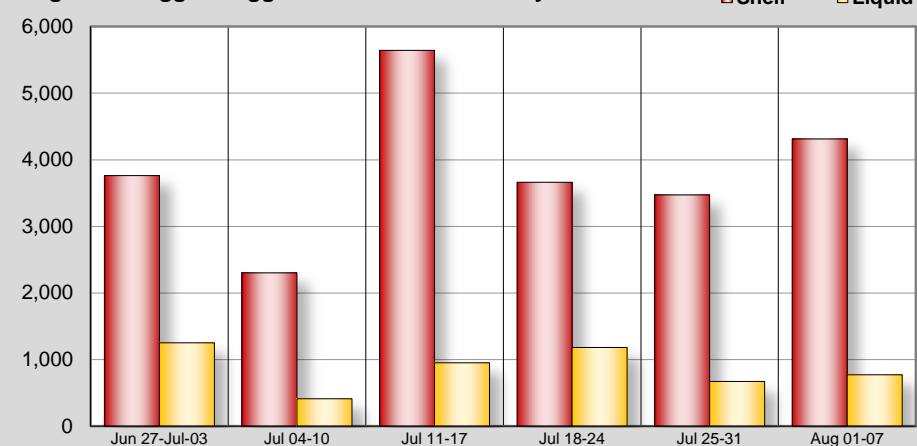
Fri. Aug 01, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.5%	2.8%	8.5%	11.3% of 4,700 sampled	0.0% of 5,900 sampled	3.6% of 4,200 sampled	2.0% of 4,200 sampled	1.1% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	770	670	1,840	Activity Index = 480	Activity Index = 0	Activity Index = 170	Activity Index = 80	Activity Index = 30	Activity Index = 10
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	720 2.49	270 2.94	1,560 2.42	2.00 - 2.69 470 2.44		2.19 - 2.50 150 2.47	2.50 - 2.79 80 2.72	2.69 10 2.69	2.99 10 2.99
32 oz. crtn	20 4.99	390 5.11	270 4.92					4.99 20 4.99	
3 - 4 oz. cup	30 2.56	10 2.99	10 1.99	2.69 10 2.69		2.50 20 2.50			
2 - 8 oz. cup									

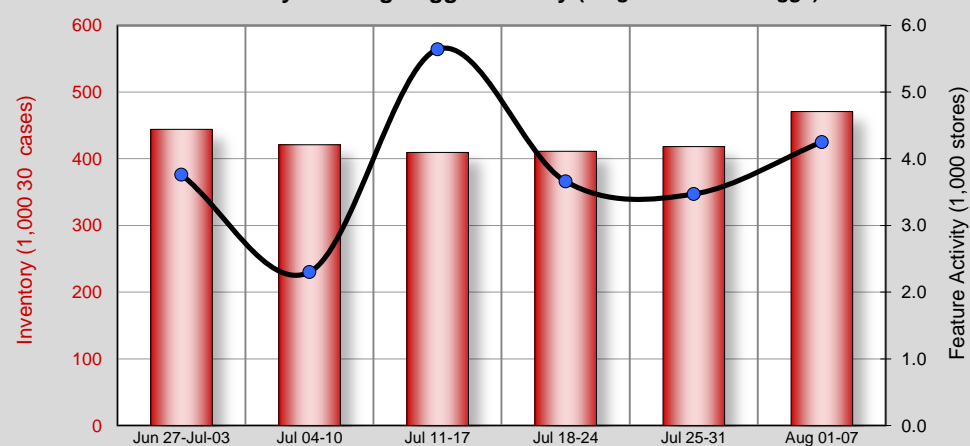
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>

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